

# SEMPERVIRENS FUND THE GREAT PARK CAMPAIGN





Preserving redwood forests  
since 1900

**EXECUTIVE DIRECTOR**

Reed Holderman

**DEPUTY EXECUTIVE DIRECTOR**

Shelley Ratay

**CHIEF FINANCIAL OFFICER**

Barbara M. Woodbury

**DIRECTOR OF DEVELOPMENT**

Anne Dimock

**BOARD OF DIRECTORS**

Diane Talbert, President  
Fred Keeley, Vice President  
Richard L. Conniff, Treasurer  
Betsy Herbert, Ph.D., Secretary  
Philippe S. Cohen, Ph.D.  
Kevin Flynn  
William N. Harris  
Robert L. Katz  
Dan Martin  
Craig Neyman  
Marina Park  
Kent Putnam  
Emily F. Thurber  
Jacqueline B. Wender  
Stephen N. Wyckoff, J.D.

**SCIENCE ADVISORY PANEL**

Betsy Herbert, Ph.D., Chair  
Philippe S. Cohen, Ph.D.  
Robert Curry, Ph.D.  
Wallace "J" Nichols, Ph.D.  
Will Russell, Ph.D.  
Steve Singer, M.S.  
Jerry Smith, Ph.D.

**FOUNDING DIRECTORS**

Andrew P. Hill  
George C. Collins  
Howard J. King  
Claude A. "Tony" Look  
Dorothy Varian

# Opportunity of a Lifetime:

## Executive Director's Letter

I used to think I had a pretty good imagination. The Great Park stretches it to the limit, because it takes Sempervirens Fund's 114 years of history and propels it into the future — further than we have ever gone before — to complete our founders' goal of re-establishing the local redwood forest.



With a dedicated — and growing — family of supporters, Sempervirens Fund has the vision, the capacity and the endurance to lead the way in re-creating an incredible redwood world with abundant wildlife... a huge network of trails and campsites... clean watersheds... crucial climate stabilization... clean air... and a quiet refuge from the hectic buzz of the city. That's Sempervirens Fund's vision for the Great Park.

Previous generations of local residents watched logging decimate the nearby redwood forest, and they did something about it. They protected some of the last remaining old-growth redwoods and launched the California parks system. Thanks to their dedicated efforts, today we have ancient groves, redwood parks, trails, logging restrictions and other protections. And, we have mountain lions, steelhead trout, newts and lots of other wildlife.

Now it is our turn! By pooling our resources and working together, we can stitch the local redwood ecosystem back together and re-grow the towering redwoods for our children and their children and theirs. This is our opportunity and our challenge.

On behalf of everyone involved with Sempervirens Fund, we are deeply grateful for all you have done to protect and expand the local redwood forest. With your help — and with the friends and neighbors you bring into the movement — we will complete the Great Park and leave an astonishing redwood legacy for future generations to enjoy.

Thank you.

Reed Holderman

# Creating the Great Park

## Campaign Co-Chairs' Letter

We are so fortunate to live in the Bay Area, surrounded by world-class innovators, creators, artists and environmentalists. We are even more fortunate to have the redwood forest ecosystem of the Santa Cruz Mountains in our midst. This sparkling jewel crowns our region, connecting the Silicon Valley to the Pacific Ocean, a meeting of land, sea and sky.

Together, we have a real chance — probably the last chance — to re-establish the vast, connected redwood forest ecosystem of the Great Park, protecting and preserving this precious resource for generations to come. Our local redwood forest plays a crucial role in maintaining a stable, healthy environment, just as it offers critical habitat for bobcats, mountain lions and the endangered marbled murrelet. Whether we seek the solitude of a fog-drenched trail, the inspiration of the majestic *Sequoia sempervirens* or the challenges of Castle Rock, we return again and again to the redwood forests for respite and renewal.

Together, we can make the vision of the Great Park a reality. We are deeply grateful to each and every member of the community who makes this possible, and we invite each and every one of you to join us in reaching our goal!



Diane Talbert



Jacqueline Wender



Diane Talbert



Jacqueline B. Wender

### **GREAT PARK CAMPAIGN COMMITTEE**

Diane Talbert, Co-Chair  
Jacqueline B. Wender, Co-Chair  
Kevin Flynn  
William N. Harris  
Walt Hays  
Cliff Hodges  
Fred Keeley  
Pamela Koch  
Betty Lo  
Marina Park  
Kent Putnam  
Emily F. Thurber  
Cole Wilbur

### **STAFF**

Reed Holderman  
Ann Blanchard  
Anne Dimock  
Michael Kawalek  
Amanda Krauss  
Arlene Markakis  
Laura McLendon  
Shelley Ratay  
Barbara M. Woodbury  
Linda Yule





# The Great Park Campaign

## Protect and Connect the Local Redwood Forests

Sempervirens Fund launched the Great Park Campaign to draw in the community support and momentum needed to re-establish a beautiful, healthy and accessible redwood forest right here, between Silicon Valley and the Pacific Ocean.

A vast *Sequoia sempervirens* forest thrived here for at least 20 million years — and with our help may support people and wildlife for 20 million more.

The Great Park encompasses 195 square miles of redwood forest and watersheds in the Santa Cruz Mountains (125,000 acres). That's four San Franciscos or seven Big Basins, and 50% larger than Golden Gate National Recreation Area!

In 1900, Sempervirens Fund led the way to permanently protect 6 square miles of old-growth redwoods which are now the heart of Big Basin Redwoods State Park. We've added to the Great Park landscape for more than 100 years with the support of our donors and partners. Today, two-thirds of the Great Park is permanently protected — hosting countless people and animals every day.

At the same time, one-third of this precious redwood forest (63 square miles or 40,000 acres) is still vulnerable to pavement, subdivisions, fences and chainsaws. This endangers all the animals and people who depend on the forest.

The Great Park will protect remaining old-growth redwoods, as well as second-growth redwoods that are only 50-150 years into their 2,000-year lifespan. It will provide a safe home for wildlife — like mountain lions, marbled murrelet and salmon — and crucial refuge and recreation for us all.

Once protected and connected, the forest can sustain itself, and us, for centuries to come.

# New Opportunities, New Models, New Friends

Right now, Sempervirens Fund sees new opportunities to protect our endangered redwood forest — and a narrow window of time. As more people and businesses come into Silicon Valley and the Bay Area, the pressure intensifies to cut up and pave the redwood landscape. Yet, as our lives are speeding up, we need the sanctuary of the local redwood forest more than ever — to unwind, walk, bike, climb, camp, reflect and enjoy a taste of the wild.

Right now, important pieces of the Great Park redwood ecosystem are changing hands. If Sempervirens Fund can buy them or protect them with a conservation easement, we can gradually put back together the incredible redwood forest that thrived here until just 150 years ago.

Sempervirens Fund is pioneering a new model by weaving together public parks, private land and sustainably managed forests into a beautiful, healthy redwood world — while we open up more ways for people to enjoy it. We are defining the priorities that can unite more than 25 local agencies and organizations that manage parts of the local redwood forest. We are bringing in new partners, new supporters and new ideas to create the Great Park.

## The Great Park Campaign

The Sempervirens Fund Board of Directors has launched the Great Park Campaign to raise \$22 million over three years so Sempervirens Fund can move quickly to buy land and conservation easements that become available, and lead a strong community of partners. The Great Park Campaign will support:

### 1. Forest Protection and Stewardship Projects - \$12.4 million

Acquire more land and easements; restore and care for the land

### 2. Castle Rock State Park Improvements - \$5.0 million

Safe parking, trail connections, a new amphitheater and other facilities that will bring more people and dollars to the park — plus a new economic model to keep the park open long-term

### 3. A Strong, Effective Sempervirens Fund - \$4.6 million

Education, outreach and fundraising to connect more people with the redwoods and the Great Park plan

Creating the Great Park will take all of us. Our continued success working together will ensure that the redwood forest will be here, pulsing with life, for our families and neighbors and future generations.



# THE GREAT PARK CAMPAIGN

Sempervirens Fund is leading the way to re-establish a vast, healthy redwood forest in our own backyard. The Great Park provides 2,000-year-old redwoods, abundant wildlife, extensive trails and campsites, clean air, fresh water, climate stability, inspiring refuge and irreplaceable beauty... forever. Our Skyline-to-the-Sea Trail reveals so many treasures.



**1.** Hikers launch from ridgetop vistas at Castle Rock State Park.



**2.** Mountain lions roam shyly, avoiding people and trouble.



**3.** Big Basin Redwoods offers 7 trail camps, 4 campgrounds and 4 group camps.



**4.** Berry Creek Falls empties into West Waddell Creek and into the Pacific.



**5.** Kids love exploring the forest and learning about redwoods.

**7.** The Amah Mutsun tribe are reconnecting with their ancestral lands.



**6.** Skyline-to-the-Sea winds through pristine old-growth redwoods.



AÑO NUEVO STATE RESERVE

PESCADERO CREEK COUNTY PARK

PORTOLA REDWOODS STATE PARK

CASTLE ROCK STATE PARK

BIG BASIN REDWOODS STATE PARK

SKYLINE-TO-THE-SEA TRAIL

CEMEX REDWOODS

LOCH LOMAND RECREATION AREA

HENRY COWELL REDWOODS STATE PARK

DAVENPORT

COAST DAIRIES

SANTA CRUZ



**8.** Awe-inspiring as old-growth redwoods? The Pacific Ocean!

# Re-assembling the Redwood Forest

## 2012-13 Progress

Sempervirens Fund takes a strategic and opportunistic approach to re-creating the local redwood ecosystem. In 2013, Sempervirens Fund completed the Santa Cruz Mountains Conceptual Area Protection Plan (CAPP) which identifies the critical areas to protect. This knowledge guides us as we set priorities for purchases, easements and caring for the land we own.

When evaluating a property for protection, we consider its location, ecological value, recreation opportunities and vulnerability. Each property is unique and every project presents new challenges. Fortunately, Sempervirens Fund has more than 100 years of expertise — and a nimble, innovative team — to make tremendous progress. In the last 18 months, we have:

- **Purchased 80 acres of redwood forest in high-priority conservation areas near Big Basin,**

Castle Rock and Butano State Parks. These two parcels include tributaries to Butano Creek and Pescadero Creek and were headed for the open market.

- **Protected 76 acres of redwood forest surrounded on three sides by Big Basin,** including 115 old-growth redwoods and the headwaters of Whitehouse Creek.
- **Partnered with Amah Mutsun Tribe and Costanoa Lodge on a conservation easement** covering 96 acres of important coastal prairie adjacent to Año Nuevo.
- **Purchased timber rights on 151 acres near Bonny Doon adjacent to CEMEX Redwoods and Coast Dairies.** The land includes the headwaters of Mill Creek which provides an alternate source of drinking water for Davenport.
- **Continued our work at CEMEX Redwoods, Castle Rock and the redwood properties we own.**

## Castle Rock's New Life

Castle Rock State Park is a gateway into the Great Park from Silicon Valley and a treasure of the region, yet it was scheduled to be closed until Sempervirens Fund stepped in. We are guiding Castle Rock into a new era with top-notch facilities and a sustainable funding model.

In December 2013, the Santa Cruz County Agricultural Commission unanimously approved our plan for new facilities: safe parking lots, electronic pay stations, a 60-seat amphitheater, trail connections, new restrooms, bicycle racks, a picnic area and a new park entrance. The proposed new visitor center will be constructed during the next phase of the project. Once the public review is complete, we will begin construction, as early as Spring 2015.

Our success partnering with California State Parks, local residents, rock climbers and other park users demonstrates that a local nonprofit organization can bring people, ideas and funding together to re-invigorate an endangered state park and keep it open for the next generations.

Shutterstock



## CEMEX Redwoods

The CEMEX Redwoods property adds 8,500 acres to the Great Park, north of Santa Cruz. It is the largest redwood forest parcel in the Santa Cruz Mountains and unites more than 16,000 acres of protected land — from the ridge to the sea. It provides crucial refuge for mountain lions and for rare plants and animals found nowhere else on Earth. We're excited about the potential to help this much-logged land regain its natural strength and beauty.

We manage CEMEX Redwoods based on our visionary conservation plan, which fully protects all the old-growth redwoods. We have reserved two-thirds of the property for restoration and recovery, so that young redwood trees — akin to a 4-year-old human — can live 2,000 years or more and help re-create a vibrant forest.

Our conservation plan also identifies small areas where timber harvesting may continue — only with great care, under strict sustainability standards — to generate money for long-term restoration and management. Meanwhile, plans for opening up the land for recreation are moving forward. There will be opportunities in 2014 for the Sempervirens Fund community to provide input into these plans.

## Caring for the Forest

Sempervirens Fund currently owns, monitors or manages 10,713 acres of redwood forest. We own 24 properties valued at \$19 million and have conservation easements or timber rights covering four other properties valued at \$3.85 million. We care for these forest lands as they recover from repeated logging.

Season by season, we link up scattered pieces of redwood forest into a vast, unbroken redwood world stretching from Skyline to the sea.

# Sempervirens Fund

## Statement of Financial Position

Fiscal Year ending

June 30, 2013

June 30, 2012

### ASSETS

#### Current Assets

Cash, cash equivalents & CDs	\$ 3,597,007	\$ 5,861,293
Grants & notes receivable	1,267,783	1,035,990
Other assets	17,777	33,308
<b>Total current assets</b>	<b>\$ 4,882,567</b>	<b>\$ 6,930,591</b>

#### Long-term Assets

Certificates of deposits	\$ 811,836	\$ 248,836
Long-term investments - endowment	218,754	201,952
Long-term investments - capital	422,847	–
Grants receivable	113,135	–
Conservation land and easement holdings	21,347,254	20,063,312
Charitable remainder trust, net	480,719	451,463
Notes receivable, less current portion	248,261	328,261
Property and equipment, net	46,664	78,456
Other assets	75,000	75,000
<b>Total long-term assets</b>	<b>\$ 23,764,470</b>	<b>\$ 21,447,280</b>
<b>Total assets</b>	<b>\$ 28,647,037</b>	<b>\$ 28,377,871</b>

### LIABILITY AND NET ASSETS

#### Current Liabilities

Accounts payable	\$ 143,010	\$ 154,612
Accrued payroll and other liabilities	112,838	94,626
<b>Total current liabilities</b>	<b>\$ 255,848</b>	<b>\$ 249,238</b>

#### Long-term Liabilities

Notes payable	\$ 2,500,000	\$ 2,500,000
Accrued retirement-full year	–	40,685
<b>Total long-term liabilities</b>	<b>\$ 2,500,000</b>	<b>\$ 2,540,685</b>
<b>Total liabilities</b>	<b>\$ 2,755,848</b>	<b>\$ 2,789,923</b>

#### Net Assets

Unrestricted net assets:		
Board-designated land reserve fund	\$14,000,000	\$14,000,000
Board-designated land easement fund	100,000	100,000
Undesignated	9,803,337	9,516,767
<b>Total unrestricted net assets</b>	<b>\$23,903,337</b>	<b>\$ 23,616,767</b>
Temporarily restricted net assets	1,801,396	1,784,725
Permanently restricted net assets	186,456	186,456
<b>Total net assets</b>	<b>\$25,891,189</b>	<b>\$ 25,587,948</b>
<b>Total liabilities and net assets</b>	<b>\$28,647,037</b>	<b>\$ 28,377,871</b>

Complete financial report (IRS form 990) is on our website, [www.sempervirens.org](http://www.sempervirens.org).





# Sempervirens Fund

419 South San Antonio Road, Ste. 211  
Los Altos, CA 94022  
(650) 949-1453

[www.sempervirens.org](http://www.sempervirens.org)

JOIN US ON FACEBOOK!



♻️ PRINTED ON RECYCLED PAPER

